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# Market Administrator's BULLETIN

MARKET ADMINISTRATOR

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ISSUED FOR PRODUCERS WHO ARE NOT MEMBERS OF COOPERATIVE ASSOCIATIONS

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**You bet I like milk!**

## MILK ORDERS MOVE WITH THE TIMES

Bulk tank trucks hauling milk from the farm to the city have largely replaced shipments in cans. And with improved transportation and refrigeration, milk destined for our dinner tables may travel hundreds of miles to reach us.

Dairy farmer cooperative associations are getting bigger and bigger with far-reaching effectiveness in bargaining for their members.

Consumers now are more likely to buy milk in half gallons instead of by the quart. Store sales of milk are increasing, home deliveries decreasing.

While these and other changes have been taking place in the channels milk travels, the Federal milk marketing order program, administered by the U. S. Department of Agriculture's Consumer and Marketing Service, has been changing too.

For instance, there is a growing, significant trend toward fewer milk orders which cover ever-widening marketing areas. Benefits from the orders are reaching out to more and more people.

Figures projected through December 1969 reveal that around 134 million American consumers now have access to milk supplied through dealers regulated by USDA milk Orders. The marketing areas include most of the Nation's major population centers.

Three-fourths of all bottling quality (Grade A) milk dairy farmers produce and sell goes to milk dealers who pay farmers supplying it at least the minimum prices set by the present 68 Federal milk marketing orders.

According to USDA's Consumer and Marketing Service, an average of 143,608 farmers during the past year delivered an estimated 61.4 billion pounds of milk--about 14.3 billion half gallons--to milk dealers doing business in Federal order markets.

As the milk left the farm, at this first level of trade, it was valued to the farmers at about $3.6 billion at minimum milk order prices.

Federal milk marketing orders were authorized by law some 30 years ago. Their basic aim is to maintain orderly marketing conditions between dairy farmers and milk dealers, so as to keep an uninterrupted flow of fresh milk available for consumers' needs.

A milk order is put into effect only when two-thirds of the dairy farmers supplying a market approve the order, and it may be voted out by dairy farmers at any time.

The market stability which orders provide stems from the minimum prices to farmers--the least that dealers can pay dairymen from whom they buy milk.

## USDA SUSPENDS A PROVISION IN TRI-STATE FEDERAL MILK ORDER

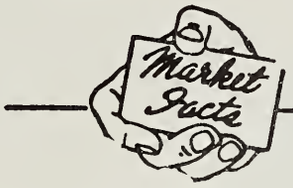
The U. S. Department of Agriculture has suspended a provision of the Tri-State (Ohio-Ky., W. Va.) Federal milk marketing order, which will put the price paid for milk used in cottage cheese more nearly in line with prices in nearby markets.

USDA's Consumer and Marketing Service officials said the action will temporarily put the price of milk for cottage cheese at a 15-cent per hundredweight lower level which will be the same price as for milk used in other manufactured dairy products. The Tri-State price of milk for the other manufactured products is the average price paid by Minnesota and Wisconsin processing plants for milk of manufacturing grade.

C&MS officials said the suspension will apply during January and will continue in effect pending final action on proposals considered at a public hearing December 18 at Columbus, Ohio, and an earlier hearing held last summer on a proposed merger of the Tri-State order with four adjacent orders.

**COLUMBUS, OHIO** Milk Marketing Area
Room 505, Hartman Bldg., 79 East State Street, Columbus, Ohio 43215

Federal Order No. 35
Telephone: 614/ 224-5197




# Columbus

## MARKET FACTS FOR EASY REFERENCE

| | Dec. 1969 | Nov. 1969 | Dec. 1968 |
|---|---|---|---|
| **PRICE SUMMARY** | | | |
| Producers' Uniform Price (3.5%) | $6.20 | $5.91 | $6.05 |
| Class I (3.5%) | 6.27 | 5.93 | 6.06 |
| Class II (3.5%) | 4.28 | 4.27 | 4.27 |
| Producer Butterfat Differential for each 1/10% | 8.0¢ | 8.1¢ | 8.0¢ |
| **UTILIZATION SUMMARY** | | | |
| Percent of Producer Milk in Class I | 82.5 | 82.5 | 83.1 |
| Percent of Producer Butterfat in Class I | 71.9 | 70.8 | 72.3 |
| Percent of Producer Milk in Class II | 17.5 | 17.5 | 16.9 |
| Percent of Producer Butterfat in Class II | 28.1 | 29.2 | 27.7 |
| **PRODUCTION SUMMARY** | | | |
| Total Pounds of Producer Milk Delivered | 45,759,138 | 43,009,094 | 44,157,739 |
| Average Daily Class I Producer Milk | 1,229,318 | 1,198,352 | 1,198,760 |
| Total Number of Producers | 1,492 | 1,506 | 1,623 |
| Average Daily Production per Producer | 990 | 952 | 878 |
| Average Butterfat Test | 3.94 | 3.90 | 3.95 |
| Total Value of Producer Milk at Test | $2,866,762 | $2,557,066 | $2,698,290 |
| Income per Producer (7 Day Average) | $433 | $396 | $375 |
| **GROSS CLASS USE (Pounds)** | | | |
| Class I Skim | 36,442,286 | 34,311,947 | 35,429,346 |
| Class I Butterfat | 1,294,855 | 1,186,678 | 1,260,454 |
| Class I Milk | 37,737,141 | 35,498,625 | 36,689,800 |
| Class II Skim | 7,515,509 | 7,020,634 | 6,985,094 |
| Class II Butterfat | 506,488 | 489,835 | 482,845 |
| Class II Milk | 8,021,997 | 7,510,469 | 7,467,939 |
| **AVERAGE DAILY SALES (Quarts)** | | | |
| Milk | 374,483 | 369,439 | 369,771 |
| Buttermilk | 4,982 | 5,338 | 4,688 |
| Chocolate | 29,618 | 35,131 | 26,227 |
| Skim | 42,373 | 42,937 | 37,216 |
| Cream | 5,681 | 5,512 | 6,311 |

**COLUMBUS, OHIO** Milk Marketing Area
Room 505, Hartman Bldg., 79 East State Street, Columbus, Ohio 43215

Federal Order No. 35
Telephone: 614/ 224-5197

## COMPARATIVE STATISTICS — COLUMBUS MARKETING AREA — DEC., 1960 – '69

| Year | Receipts from Producers | Average Butter-fat Test | Percentage of Producer Milk in Each Class | | | | Uniform Producer Price (3.5%) | Class Prices at 3.5% | | | | Number of Producers | Average Daily Prod. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Class I | Class II | Class III | Class IV | | Class I | Class II | Class III | Class IV | | |
| 1960 . . . . | 28,880,166 | 3.97 | 79.8 | 6.2 | 1.7 | 12.3 | 4.79 | 4.782 | 4.382 | 4.063 | 3.092 | 1,545 | 603 |
| 1961 . . . . | 32,916,637 | 3.98 | 78.0 | 6.1 | 1.9 | 14.0 | 4.61 | 4.600 | 4.200 | 3.919 | 3.267 | 1,329 | 799 |
| 1962 . . . . | 35,463,855 | 3.98 | 78.0 | 5.6 | 2.0 | 14.4 | 4.36 | 4.310 | 3.890 | 3.670 | 3.050 | 1,332 | 859 |
| 1963 . . . . | 38,923,732 | 3.96 | 77.5 | 5.8 | 1.7 | 15.0 | 4.62 | 4.65 | 4.214 | 3.785 | 3.082 | 1,366 | 919 |
| 1964 . . . . | 45,414,336 | 3.94 | 82.2 | 17.8 | ----- | ------- | 4.76 | 4.92 | 3.18 | --------- | --------- | 1,672 | 876 |
| 1965 . . . . | 45,459,868 | 3.88 | 82.7 | 17.3 | ----- | ------- | 4.83 | 4.92 | 3.36 | --------- | --------- | 1,615 | 908 |
| 1966 . . . . | 43,534,202 | 3.90 | 84.7 | 15.3 | ----- | ------- | 5.73 | 5.89 | 3.92 | --------- | --------- | 1,500 | 936 |
| 1967 . . . . | 46,242,409 | 3.92 | 80.1 | 19.9 | ----- | ------- | 5.56 | 5.78 | 3.98 | --------- | --------- | 1,651 | 904 |
| 1968 . . . . | 44,157,739 | 3.95 | 83.1 | 16.9 | ----- | ------- | 6.05 | 6.06 | 4.27 | --------- | --------- | 1,623 | 878 |
| 1969 . . . . | 45,759,138 | 3.94 | 82.5 | 17.5 | ----- | ------- | 6.20 | 6.27 | 4.28 | --------- | --------- | 1,491 | 990 |

## USDA PROVIDES FOR ADDITIONAL HEARING SESSION ON MILK PRICING FORMULA

The U. S. Department of Agriculture has announced that it will hold an additional hearing session in some eastern city to consider a proposed economic formula for pricing bottling milk to dairy farmers under all Federal milk marketing orders. It will be held following the session which was convened in Clayton, Missouri, on January 20.

Arrancements for the exact time and place will be announced later.

USDA's Consumer and Marketing Service said the proposed "economic formula" would provide for identical bottling milk (Class I) price changes to be made simultaneously in all Federal milk order markets. Alternative proposals to limit or modify the "economic formula" will also be considered.

## CHANGES IN DAIRY MANUFACTURING

Production of ice cream and other frozen dairy desserts has taken an increasing proportion of milk supplies since World War II. This pattern reflects an increase in per capita consumption of these products, and a concurrent decline in per capita consumption of milk.

Being relatively perishable and bulky, frozen dessert output is strongly oriented to population concentrations. When local milk supplies, particularly milkfat, exceed needs for fluid milk and cream, the excess is diverted to less perishable products in order of value as outlets for milk. Frozen desserts and cottage cheese traditionally fall into a preferred group of manufactured dairy products. Consequently, the regional distribution of frozen dairy products output is less concentrated than for many other dairy products, and again closely follows population distribution.

Ice cream output gained in all regions during 1949-68, and only small changes occurred in regional shares of U. S. total output. Ice cream output is centered in the highly populous States of New York, Pennsylvania, Ohio, Illinois, and California.

Ice milk production in the United States has grown substantially in recent years, with all regions showing rather sizeable gains. Only since 1949 has ice milk production been legalized in some States. This plus greater consumer acceptance and an improved product has accounted for rapid gains in recent years.

Evaporated milk production has fallen by half since 1949, because of declining demand. Improved home refrigeration for fluid milk, the use of coffee whiteners, and the use of canned liquid formulas for infant feeding have cut into evaporated milk sales. There has been a general shift in production from the Midwest dairy areas to the Southern regions. This shift not only took advantage of the South's lower manufacturing milk prices, but also moved the industry closer to its largest market. According to the 1965 Household Food Consumption Survey, Southern households had more than twice the per capita consumption of evaporated milk as in the Northeast and North Central regions and about one-third more than the West.

## Market Quotations

| | DECEMBER 1969 |
|---|---|
| MINNESOTA - WISCONSIN PRICE SERIES . . . . . | $4.63 |
| Butter-Powder Price . . . . . | 4.28 |
| Average Price per lb. 92-score butter at Chicago . . . . . | .6845 |
| Average carlot prices, spray process nonfat dry milk, f.o.b. Chicago area manufacturing plants . . . . . | .2296 |

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BE STRONGER
LIVE LONGER
DRINK MILK.




## GREATER CINCINNATI MILK MARKETING AREA
Federal Order No. 33

Pool Plants as of January, 1970

| NAME OF HANDLER | TYPE OF PLANT Distributing (D) or Supply (S) | |
|---|---|---|
| Blessing Bros., Inc. | Cincinnati, Ohio | (D) |
| Boerger Dairy Farms | Cincinnati, Ohio | (D) |
| Cedar Hill Farms, Inc. | Cincinnati, Ohio | (D) |
| Cincinnati Milk Sales Assn. | Cincinnati, Ohio | (S) |
| Clover Leaf Milk Processing Co. | Newport, Ky. | (D) |
| Coors Bros. Co. | Cincinnati, Ohio | (D) |
| Feldmann Dairy, Inc. | Newport, Ky. | (D) |
| Fort Mitchell Dairy | Fort Mitchell, Ky. | (D) |
| French-Bauer | Cincinnati, Ohio | (D) |
| Hinnenkamp Dairy | Cincinnati, Ohio | (D) |
| Kroger Co. | Springdale, Ohio | (D) |
| H. Meyer & Sons Dairy Co. | Cincinnati, Ohio | (D) |
| San MarGale Dairy | Sidney, Ohio | (D) |
| Summe Bros. Dairy | Cincinnati, Ohio | (D) |
| Louis Trauth Dairy, Inc. | Newport, Ky. | (D) |
| United Dairy Farmers | Cincinnati, Ohio | (D) |
| Vonderhaar Bros. Dairy | Sharonville, Ohio | (D) |
| Westerville Creamery Co. | Covington, Ohio | (S) |
| Willson Dairy Co. | Cincinnati, Ohio | (D) |
| Woebkenberg Dairy Co. | Cincinnati, Ohio | (D) |
| Woodmont Dairy Co. | Cincinnati, Ohio | (D) |

## COLUMBUS, OHIO MILK MARKETING AREA
Federal Order No. 35

| NAME OF HANDLER | TYPE OF PLANT Distributing (D) or Supply (S) | |
|---|---|---|
| Beatrice Foods Co. | Zanesville, Ohio | (D) |
| Blue Ribbon Dairy | Circleville, Ohio | (D) |
| Bordens-Moores & Ross | Columbus, Ohio | (D) |
| Bowman Dairy Co. | Columbus, Ohio | (D) |
| Deeds Bros. Dairy, Inc. | Lancaster, Ohio | (D) |
| Diamond Milk Products, Inc. | Columbus, Ohio | (D) |
| Fleming's Dairy | Utica, Ohio | (D) |
| Gebhart Dairy, Inc. | Newark, Ohio | (D) |
| Harmony Farms | Columbus, Ohio | (D) |
| Kelley's Dairy | Newark, Ohio | (D) |
| Lawson Milk Co. | Springfield, Ohio | (D) |
| Martin's Dairy | Dresden, Ohio | (D) |
| McClellan Dairy | Lancaster, Ohio | (D) |
| Ohio State University | Columbus, Ohio | (D) |
| Sagar Dairy | Washington C.H., Ohio | (D) |
| Spencer Dairy | Newark, Ohio | (D) |
| Westerville Meadow Gold Dairy | Westerville, Ohio | (D) |
| Wetherell Dairy | Pickerington, Ohio | (D) |
| Wiseman Dairy | Crooksville, Ohio | (D) |

## MIAMI VALLEY, OHIO MILK MARKETING AREA
Federal Order No. 34

| NAME OF HANDLER | TYPE OF PLANT Distributing (D) or Supply (S) | |
|---|---|---|
| Beatrice Foods Company | Dayton, Ohio | (D) |
| Beatrice Foods Company | New Bremen, Ohio | (D) |
| Borden, Inc. | Dayton, Ohio | (D) |
| Long Branch Dairy | Tremont City, Ohio | (D) |
| Miami Valley Milk Producers Assn. | Dayton, Ohio | (S) |
| Moler's Belmont Dairy | Dayton, Ohio | (D) |
| River Dale Dairy | Springfield, Ohio | (D) |
| Royal Crest Dairy Foods, Inc. (Div. of Hawthorne-Melody Farms) | Dayton, Ohio | (D) |
| Young's Jersey Dairy | Yellow Springs, Ohio | (D) |

## NORTHWESTERN OHIO MILK MARKETING AREA
Federal Order No. 41

| | | |
|---|---|---|
| Babcock Dairy Co. | Toledo, Ohio | (D) |
| Beatrice Foods Co. | Lima, Ohio | (D) |
| Belle Center Creamery, Inc. | Belle Center, Ohio | (S) |
| Defiance Milk Products Co. | Defiance, Ohio | (S) |
| Equity Dairies, Inc. | Lima, Ohio | (D) |
| Hefner Dairy, Inc. | Lima, Ohio | (D) |
| Independent Dairy, Inc. | Monroe, Michigan | (D) |
| Lone Pine Dairy | Bucyrus, Ohio | (D) |
| Milk, Inc. (Toledo Division) | Toledo, Ohio | (S) |
| Page Dairy Co. | Mansfield, Ohio | (D) |
| Page Dairy Co. | Toledo, Ohio | (D) |
| San-A-Pure Dairy Co. | Findlay, Ohio | (D) |
| Smith Dairy | Orrville, Ohio | (D) |
| Sterling Milk Co. | Wauseon, Ohio | (D) |
| Toledo Milk Processing, Inc. | Toledo, Ohio | (D) |
| Trilby Farm Dairy, Inc. | Toledo, Ohio | (D) |

## TRI-STATE MILK MARKETING AREA
Federal Order No. 5

| | | |
|---|---|---|
| Bonham's Dairy, Inc. | Charleston, W. Va. | (D) |
| Broughton Foods Company | Marietta, Ohio | (D) |
| Fairmont Foods Company | Coshocton, Ohio | (D) |
| Grandview Dairy | Ashland, Ky. | (D) |
| Greenbrier Dairy Products | Beckley, W. Va. | (D) |
| Huntington Interstate Milk Producers Assn. | Huntington, W. Va. | (D) |
| Ideal Milk Company | Portsmouth, Ohio | (D) |
| Johnson's Dairy, Inc. | Ashland, Ky. | (D) |
| Kasler Dairy Products | Athens, Ohio | (D) |
| Lawson Dairy | Wheelersburg, Ohio | (D) |
| Producers Milk Cooperative | Parkersburg, W. Va. | (D) |
| Schmitt Dairy | Waverly, Ohio | (D) |
| United Dairy Company | Waterford, Ohio | (D) |
| Valley Bell Dairy Co., Inc. | Charleston, W. Va. | (D) |
| W. B. Modern Dairy | Russell, Ky. | (D) |

Additional copies of the above Handler List will be available at the office of the Market Administrator.